



WILSON'S BUSINESS SOLUTIONS

Wilson's Business Solutions are using sales-i to track market trends and access data in the field.

WHO ARE WILSON'S BUSINESS SOLUTIONS?

265 ITEM SUBCATEGORIES • 7 LOCATIONS • 90 EMPLOYEES



Wilson's Business Solutions are using sales-i to track specific product trends to deliver outstanding service to their clients. Wilson's Business Solutions isn't just a thriving stationery and business supply company in Ontario, Canada. Its history is as rich and deep as the Wabigoon gold mines that attracted the area's first settlers.w

In 1940, the Wilson family purchased the historic Wabigoon Star newspaper (Est. 1897) and gradually expanded their family business offering to include furniture, stationery and office equipment.

From 6 staff members, Wilson's Business Solutions now employs over 90 Team Members in 7 locations, across two provinces in Canada.

Just as they did in 1940, the team at Wilson's pride themselves on their mantra "Service Built Us" as they strive to work hard to earn each customer's business.

"I have been totally blown away by the attention, assistance, and customer service we've gotten from sales-i along the way. I would recommend sales-i to anyone as an essential tool."

SHEILA WILSON
SALES AND MARKETING MANAGER



THE CHALLENGE

When the team at sales-i first spoke to Sheila Wilson, she explained how Wilson's had been using Acsellerate since 2010 but they were struggling to get the data insights they needed.

"Our three biggest reasons for looking for a new system were: drilling and reporting customization, quicker and easier use of the system, and the potential for future integration with marketing automation software."

She also had concerns about how effectively the existing system was integrating with their highly-complex back office system, Silk . "Our current back office system relies on hundreds of territory, product, discount, and category codes that require either a strong memory or a reference book to interpret."

With such a complicated catalog and extensive range of products and services, Sheila felt that the team needed a much more detailed view of their accounts. "With Acsellerate, we were only able to break down our product by product category (of which we have 8), not the 265 product subcategories we actually use internally."

One of the challenges facing Wilson's was the large geographic area that the company serves. "Our team is in the field in remote areas." Sheila explained, "Although Acsellerate had mobile access to their website, it required an online connection and data had to be drilled live, not ideal for remote locations."



THE SOLUTION

sales-i offered Wilson's the chance to drill deeper into their back-office data, faster and with customizable options that opened up a new way of working for the whole team. "Being able to see all my filter options right in front of me in sales-i makes it easier to craft a meaningful report."

The volume of complex data in the back-office system was slowing down analysis, even for the most experienced users. Thanks to the in-house expertise of the sales-i data team, Wilson's data is now more accessible and quicker to understand within the sales-i dashboard. sales-i also delivered insights beyond their initial expectations. "In the mapping process we realized that we could customize our Customer, Product, and Transactional data filters to yield information in ways we had not anticipated. The filtering capabilities of sales-i are very malleable."

"Our company has six departments and seven locations. With sales-i, we're able to customize access on a user-by-user basis to relevant content that each salesperson should be focused on."



THE BENEFITS

"The customization in the mapping process with the sales-i team was terrific. Our company's back-end software system hadn't been used by any previous sales-i customer, but they worked with us to ensure our information was complete and correct."

The team at Wilson's didn't have long to wait to see the positive impact of sales-i in their day-to-day business interactions. "I couldn't believe how quickly we were able to use the generated data, when I thought the process would take much longer."

Now, with sales-i delivering analysis of data in granular detail, Sheila and her teams can quickly see changes in customer behavior. "We're able to monitor the trends of specific product growth categories in our industry in real-time!"



A BRIGHTER FUTURE

Sheila shared that she has been impressed at every stage with the sales-i team, the product and what sales-i can do with their data and how this can streamline their business processes. "The sales-i team really listened to how we needed to use our reports and helped us achieve our vision. Now we have live, multi-dimensional statistics and are no longer relying on financials that are released to our Leadership Team."

With the sales-i app, the team out in the field have an uninterrupted experience when accessing the data they need to deliver outstanding customer service. As Sheila explained, "A compelling reason for us to look seriously at switching to sales-i was their robust mobile app; a user-friendly tool that gives our sales team and team leaders the ability to push requests, images, and action plans for a customer out to the rest of the team on the spot. Now we can now load data in advance on devices, and use it offline—or, conversely, to input data offline that goes live when you once again have reception."

#SELLSMART

Our sales performance tool makes every call more **personal** and more **profitable**, effortlessly turning any good salesperson into a great one.

Request your demo
today at www.sales-i.com

UK HEAD OFFICE

31 Homer Road
Solihull,
West Midlands,
B91 3LT

0345 508 7355
tellmemore@sales-i.com

NORTH AMERICA

200 W. Monroe St.
Suite 1701,
Chicago,
IL 60606

1-847-868-8175
tellmemore@sales-i.com

AUSTRALIA

Level 23,
52 Martin Place,
Sydney,
NSW 2000

+6102-9220-5108
tellmemore@sales-i.com

